02913.STAR70AA

PHILIP MORRIS U.S.A.
COMPARATIVE SALES REPORT
(000,000)

APRIL 1987

	MONTH				YEAR TO DATE			
			-PERCENT CHG.-				-PERCENT CHG.-	
	1987	1986	ACTUAL	ADJ.	1987	1986	ACTUAL	ADJ.
BEST-BUY 85'S REG	5	0	100.0	100.0	17	0	100.0	100.0
BEST-BUY 100'S REG	7	0	100.0	100.0	21	0	100.0	100.0
TOTAL FULL FLAVOR	12	0	100.0	100.0	38	0	100.0	100.0
BEST-BUY LTS 85'S REG	5	0	100.0	100.0	11	0	100.0	100.0
BEST-BUY LTS 85'S MEN	3	0	100.0	100.0	8	0	100.0	100.0
TOTAL LIGHTS 85'S	8	0	100.0	100.0	19	0	100.0	100.0
BEST-BUY LTS 100'S REG	8	0	100.0	100.0	20	0	100.0	100.0
BEST-BUY LTS 100'S MEN	5	0	100.0	100.0	13	0	100.0	100.0
TOTAL LIGHTS 100'S	13	0	100.0	100.0	33	0	100.0	100.0
BEST-BUY ULTS 85'S REG	2	0	100.0	100.0	4	0	100.0	100.0
BEST-BUY ULTS 100'S REG	5	0	100.0	100.0	12	0	100.0	100.0
TOTAL ULTRA LIGHTS	7	0	100.0	100.0	16	0	100.0	100.0
TOTAL BEST-BUY	40	0	100.0	100.0	106	0	100.0	100.0
AMER.EAGLE 85'S REG	2	0	100.0	100.0	8	0	100.0	100.0
AMER.EAGLE 100'S REG	2	0	100.0	100.0	8	0	100.0	100.0
TOTAL FULL FAVOR	4	0	100.0	100.0	16	0	100.0	100.0
AMER.EAGLE LTS 85 REG	3	0	100.0	100.0	11	0	100.0	100.0
AMER.EAGLE LTS 85 MEN	1	0	100.0	100.0	5	0	100.0	100.0
TOTAL LIGHTS 85'S	4	0	100.0	100.0	16	0	100.0	100.0
AMER.EAGLE LTS 100 REG	4	0	100.0	100.0	13	0	100.0	100.0
AMER.EAGLE LTS 100 MEN	3	0	100.0	100.0	9	0	100.0	100.0
TOTAL LIGHTS 100'S	7	0	100.0	100.0	22	0	100.0	100.0
AMER.EAGLE ULTS 85 REG	1	0	100.0	100.0	4	0	100.0	100.0
AMER.EAGLE ULTS 100 REG	3	0	100.0	100.0	10	0	100.0	100.0
TOTAL ULTRA LIGHTS	4	0	100.0	100.0	14	0	100.0	100.0
TOTAL AMERICAN EAGLE	19	0	100.0	100.0	69	0	100.0	100.0
TOTAL FAMOUS VALUE BRANDS	59	0	100.0	100.0	174	0	100.0	100.0
TOTAL NET-SALES-PM USA	$507,345	$488,911	3.8		$1,960,512	$1,885,008	4.0	

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Source: https://www.industrydocuments.ucsf.edu/docs/fqvn0004